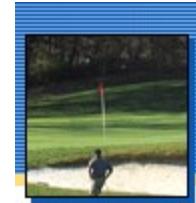
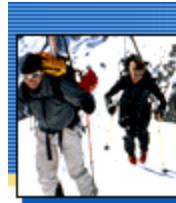


U.S. Army 2005 MWR Leisure Needs Survey



**Rock Island Arsenal
Illinois**

CALIBER
an ICF Consulting Company

BRIEFING OUTLINE

Rock Island Arsenal

□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

Rock Island Arsenal

MWR STRATEGIC BUSINESS PLANNING MODEL

COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

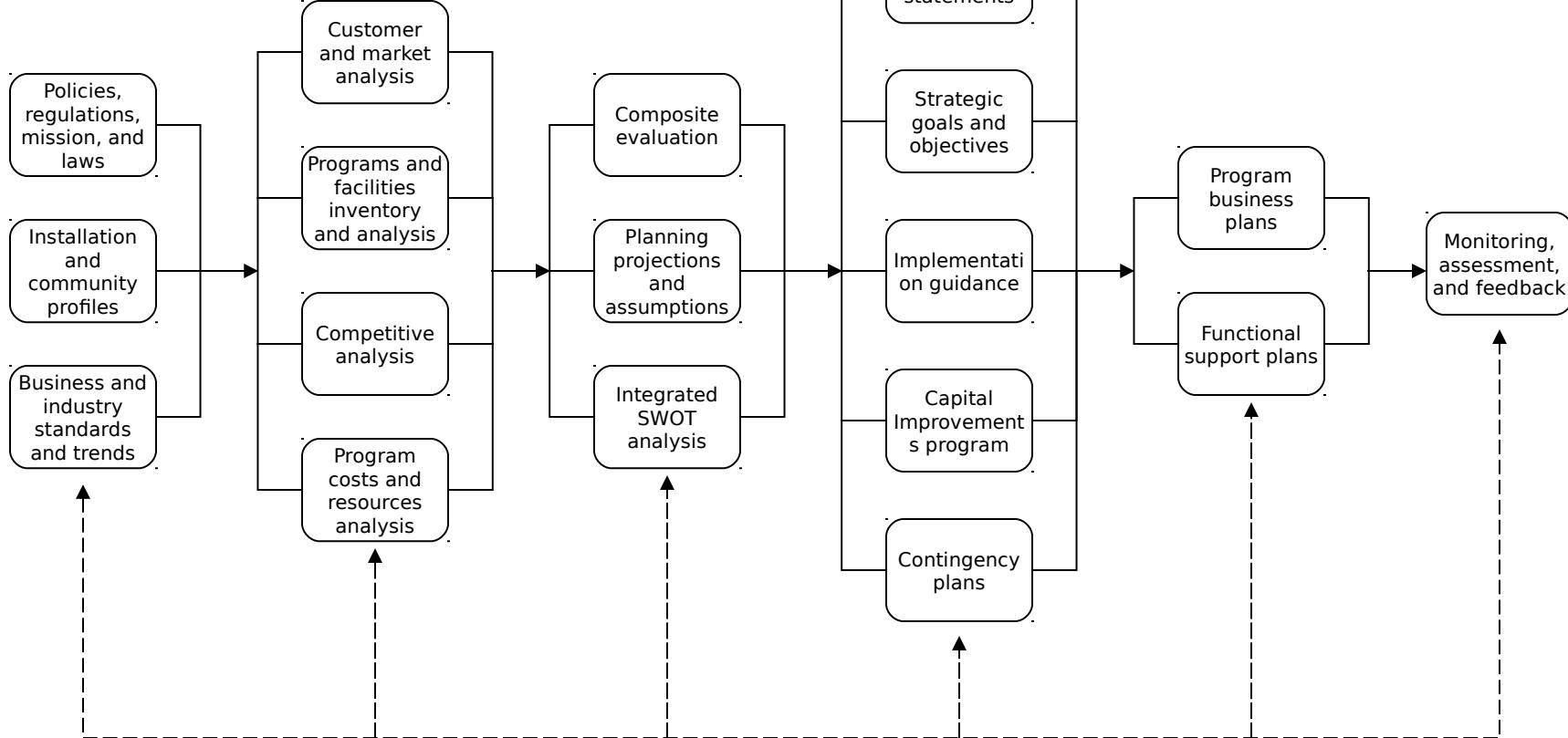
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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METHODOLOGY

Rock Island Arsenal

PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,726 surveys were distributed at Rock Island Arsenal



SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Rock Island Arsenal

□ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Rock Island Arsenal

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Spouses of Active Duty (CONUS only)
 - Civilian Employees
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Rock Island Arsenal:					
Active Duty	97	88	22	25.00 %	±18.37%
Spouses of Active Duty	98	127	15	11.81 %	±23.29%
Civilian Employees	6,010	902	288	31.93 %	±5.63%
Retirees	623	609	156	25.62 %	±6.79%
Total	6,828	1,726	481	27.87 %	±4.31%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

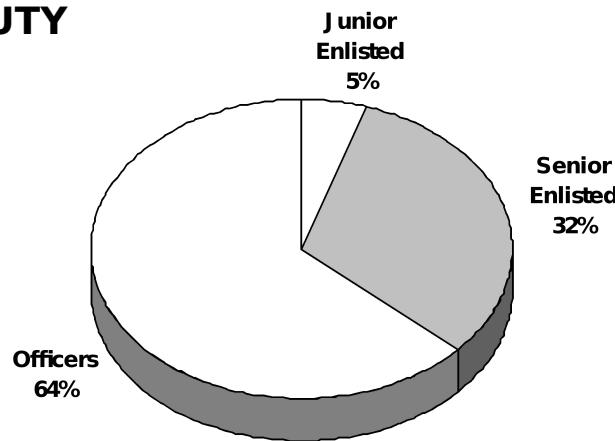
PATRON SAMPLE*

Rock Island Arsenal

RESPONDENT POPULATION SEGMENTS

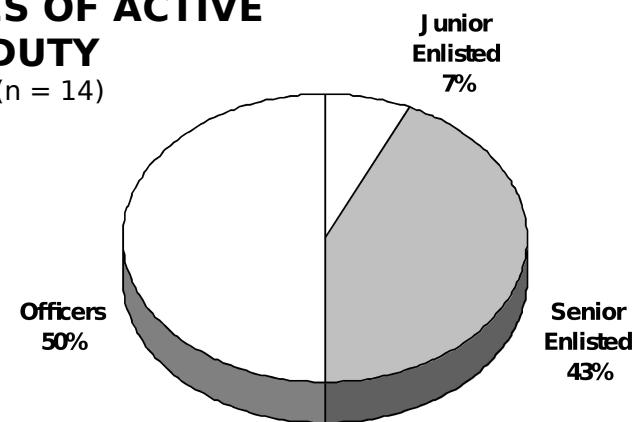
ACTIVE DUTY

(n = 22)



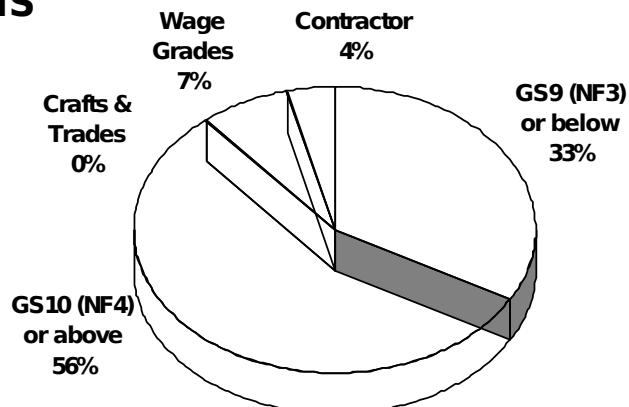
SPOUSES OF ACTIVE DUTY

(n = 14)



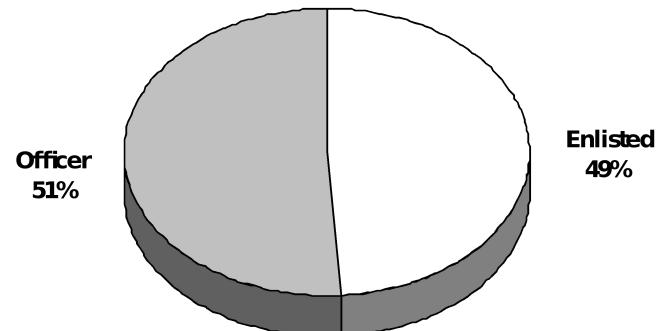
CIVILIANS

(n = 285)



RETIREES

(n = 121)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Rock Island Arsenal

□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT ROCK ISLAND ARSENAL

Rock Island Arsenal

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	42%
ITR – Commercial Travel Agency	39%
Post Picnic Area	32%
Outdoor Recreation Center	30%
Car Wash	19%

LEAST FREQUENTLY USED FACILITIES

Army Lodging	2%
Youth Center	3%
Child Development Center	4%
School Age Services	4%
Athletic Fields	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT ROCK ISLAND ARSENAL*

Rock Island Arsenal

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

School Age Services	4.93
Youth Center	4.85
Child Development Center	4.74
Army Lodging	4.73
Outdoor Recreation Center	4.59

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Athletic Fields	3.97
Automotive Skills	4.41
Car Wash	4.43
Post Picnic Area	4.44
Fitness Center/Gymnasium	4.49

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT ROCK ISLAND ARSENAL*

Rock Island Arsenal

FACILITIES WITH HIGHEST QUALITY RATINGS*

Youth Center	4.88
Army Lodging	4.68
School Age Services	4.67
Child Development Center	4.57
Fitness Center/Gymnasium	4.40

FACILITIES WITH LOWEST QUALITY RATINGS*

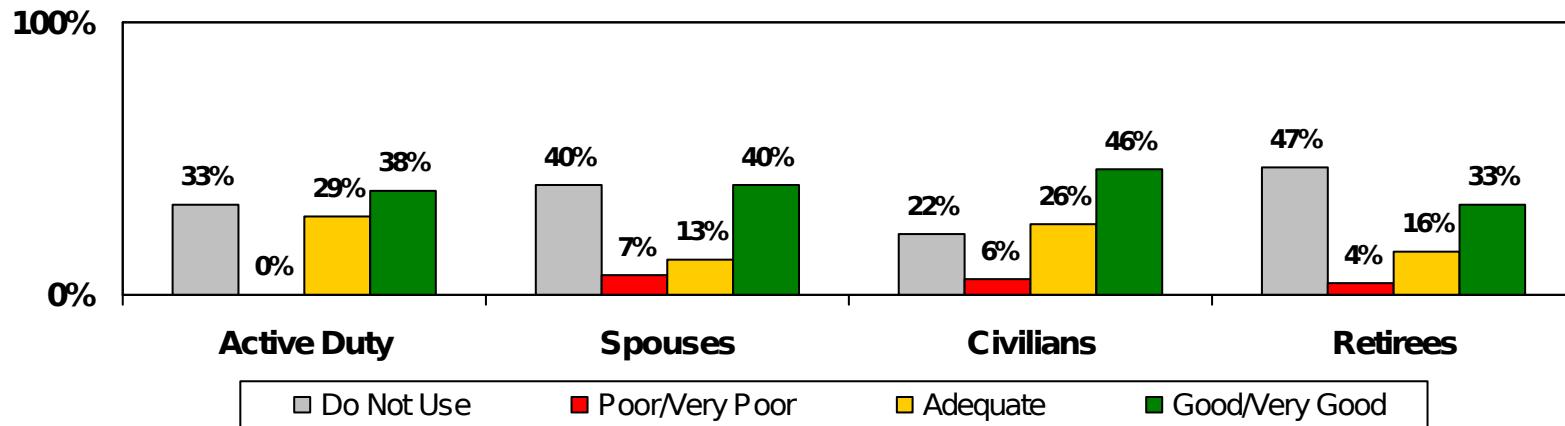
Athletic Fields	3.81
Car Wash	4.21
Post Picnic Area	4.30
Automotive Skills	4.34
Outdoor Recreation Center	4.38

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

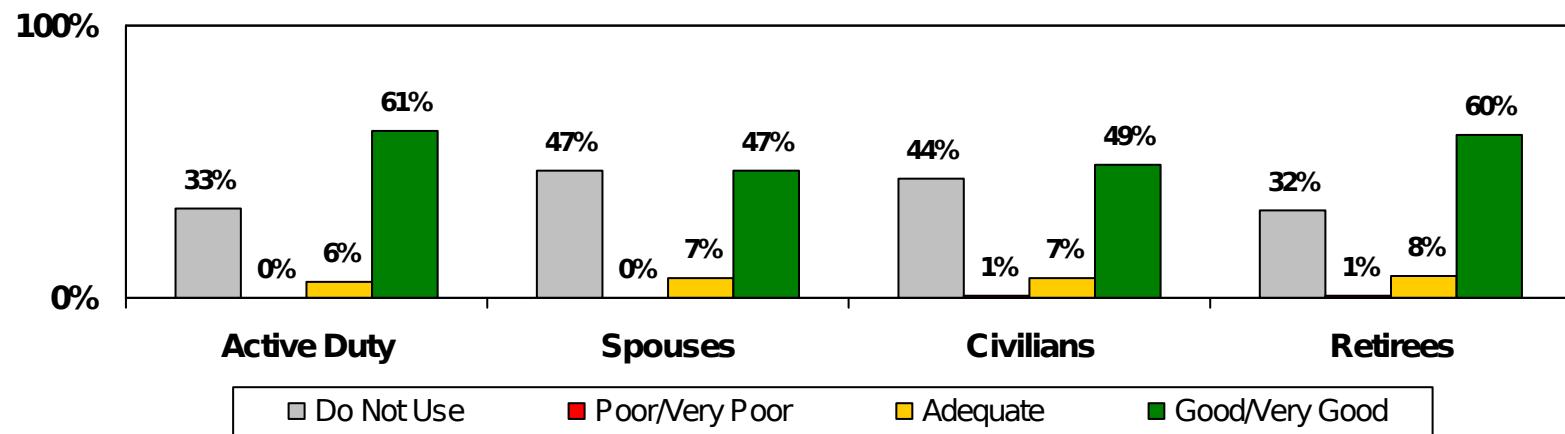
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Rock Island Arsenal

Quality of On-Post Services



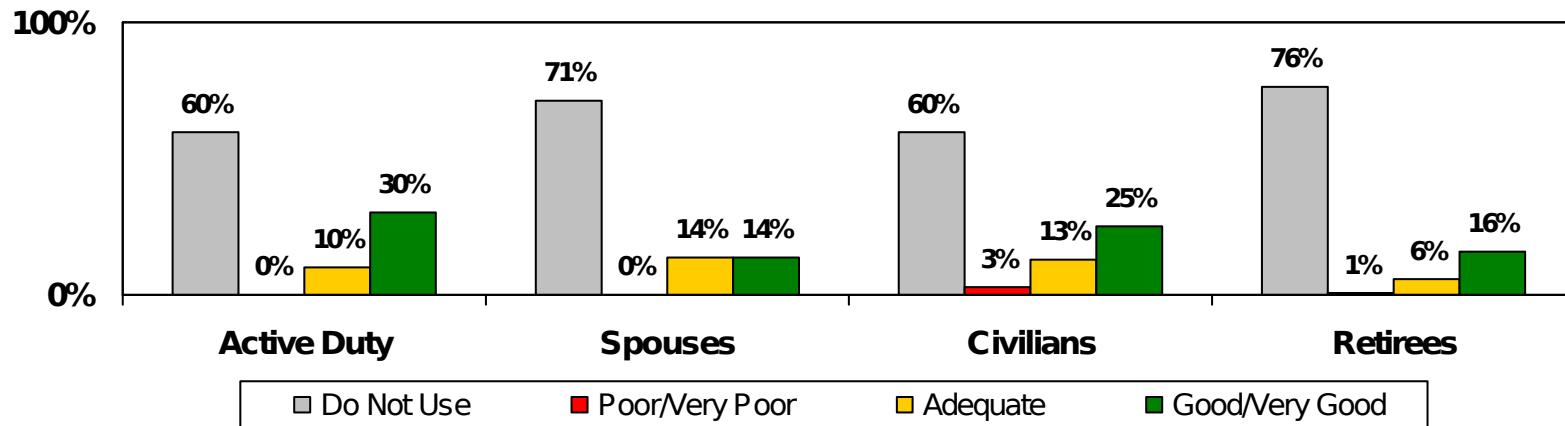
Quality of Off-Post Services



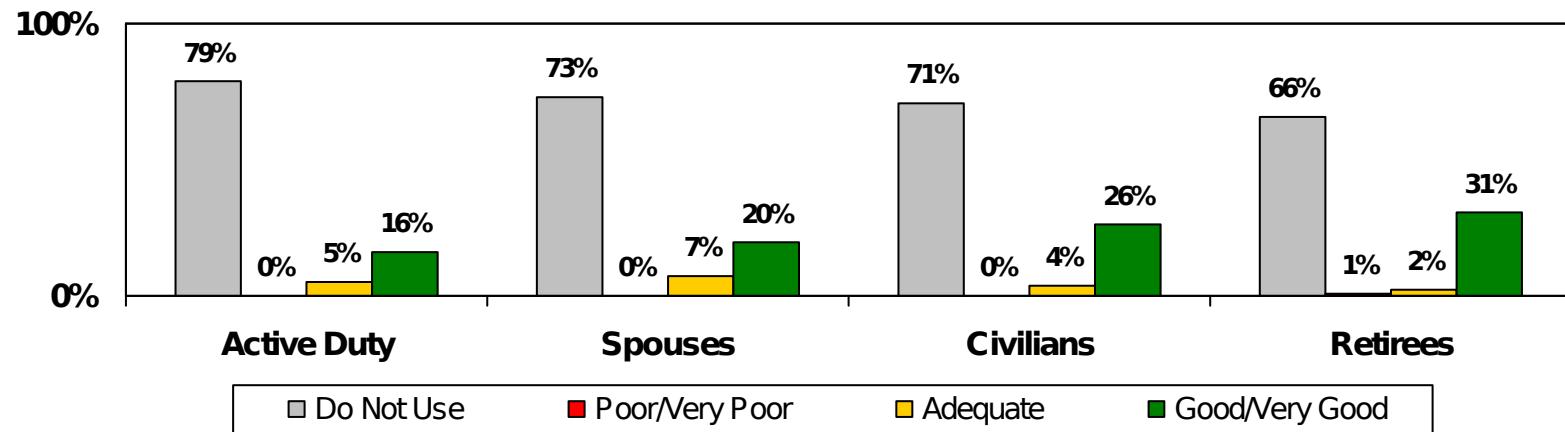
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Rock Island Arsenal

Quality of On-Post Services



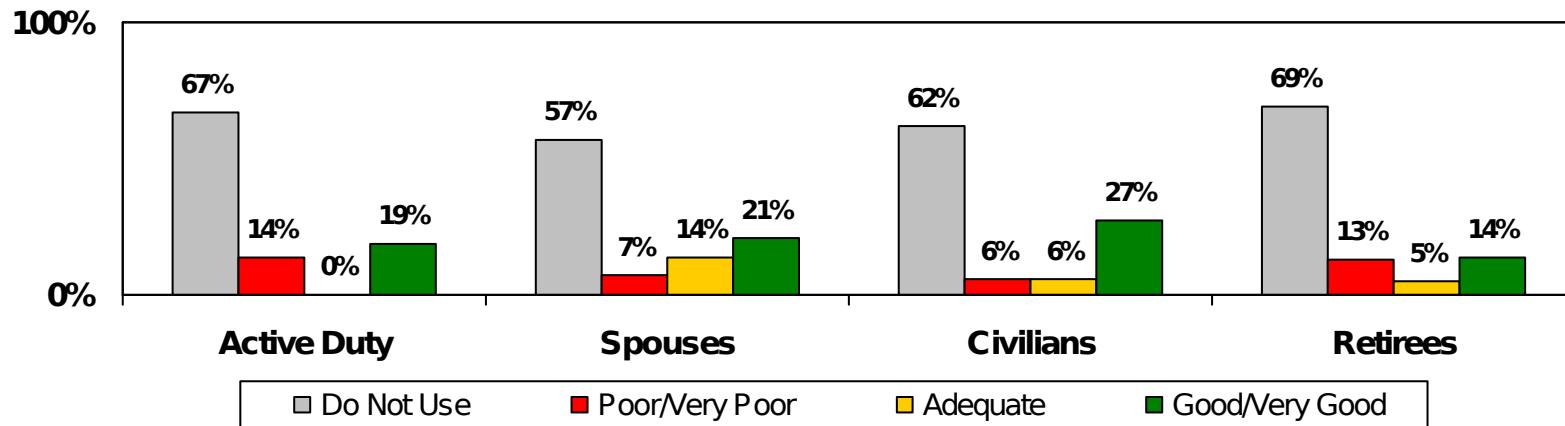
Quality of Off-Post Services



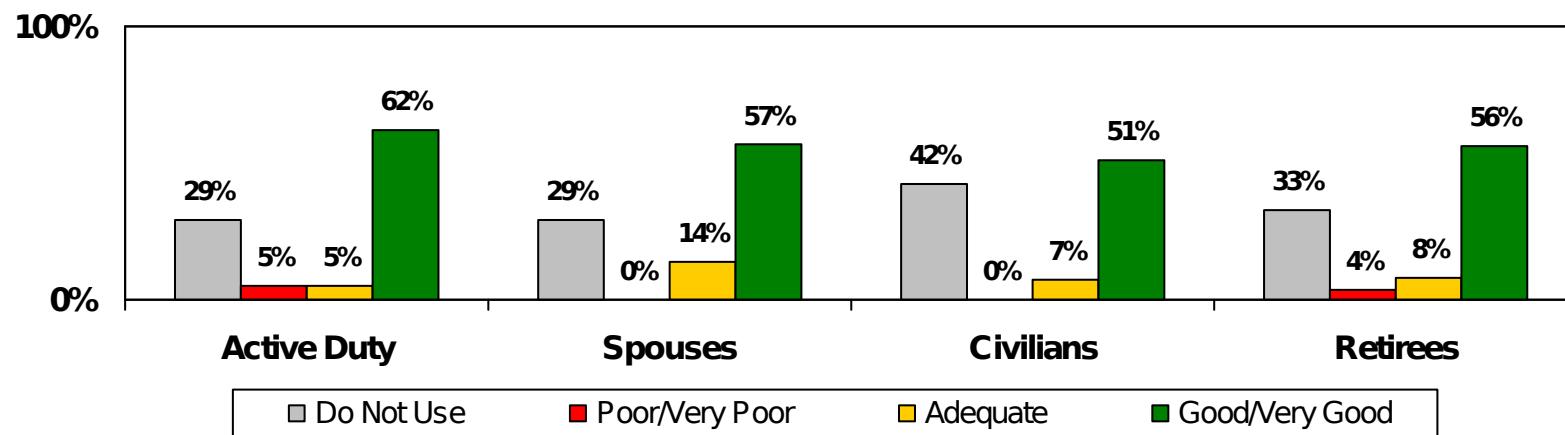
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Rock Island Arsenal

Quality of On-Post Services

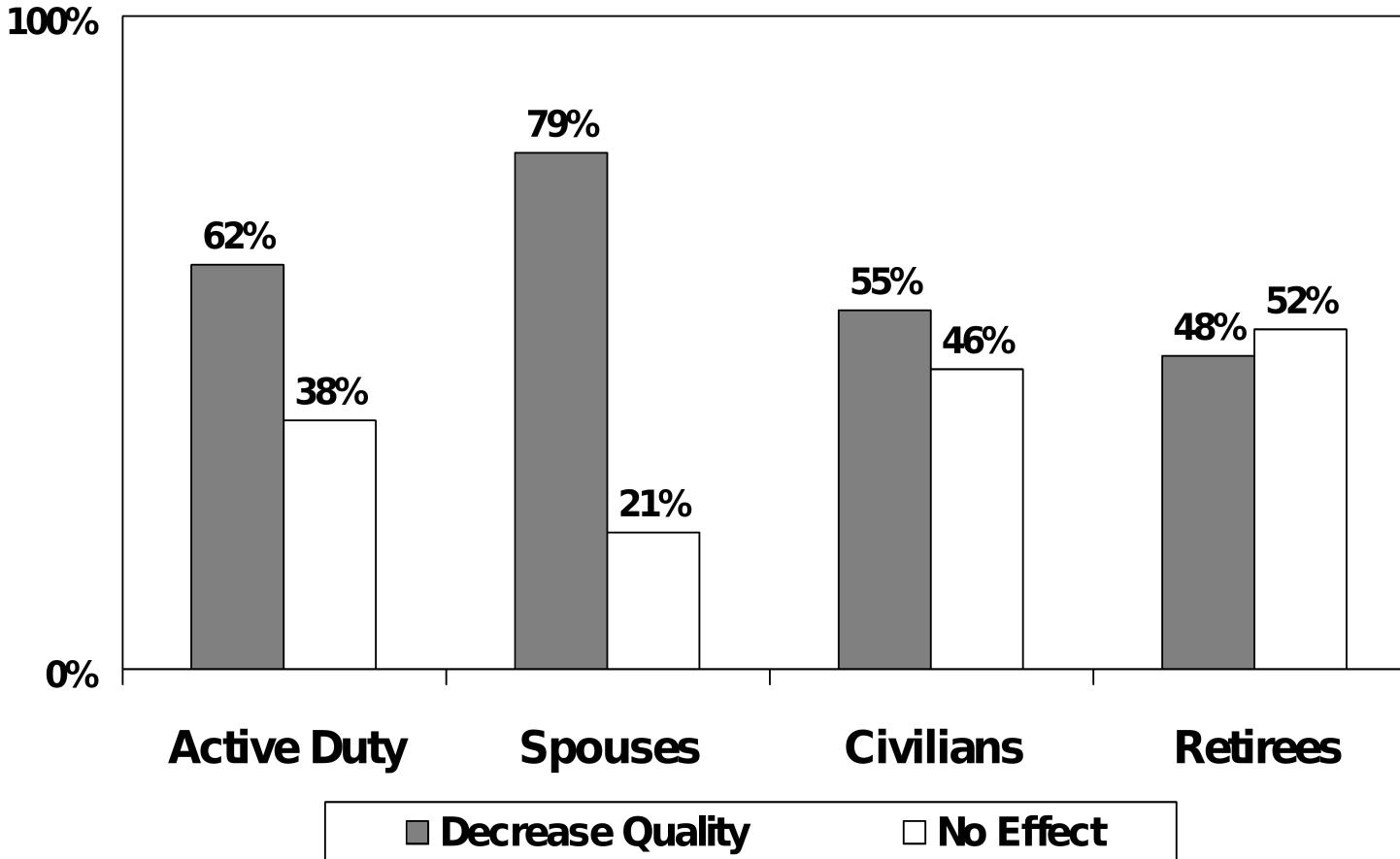


Quality of Off-Post Services



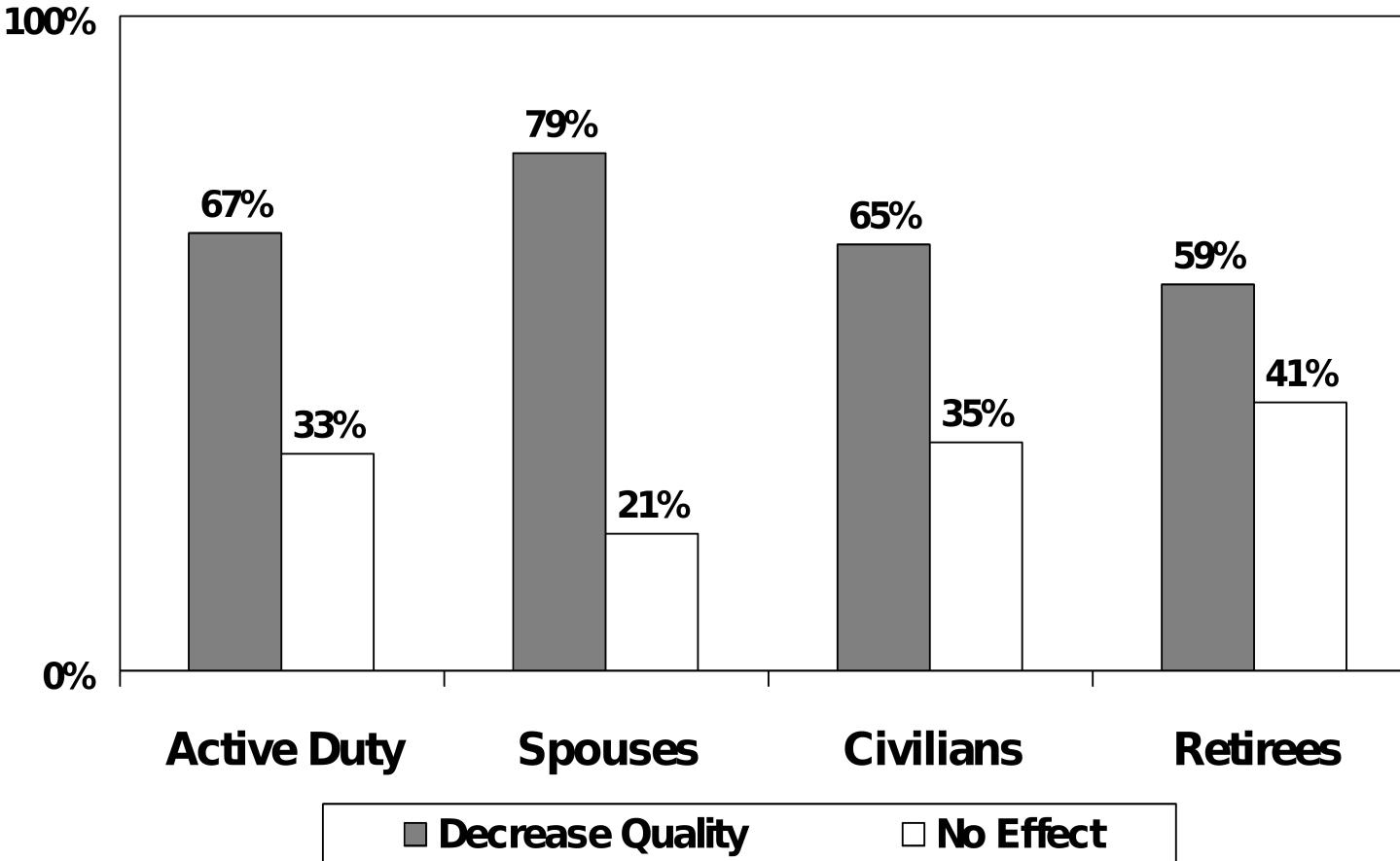
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Rock Island Arsenal



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Rock Island Arsenal



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Rock Island Arsenal

Top 7 Activities/Programs

Fitness Center/Gymnasium	86%
Child Development Center	64%
ITR Office	62%
School Age Services	49%
Youth Center	49%
Post Picnic Area	47%
Outdoor Recreation Center	47%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	71%
Bowling Pro Shop	63%
Golf Course Pro Shop	54%
Bowling Center	46%
Cabins & Campgrounds	45%
Bowling Food & Beverage	45%
Golf Course Food & Beverage	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Rock Island Arsenal

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	14%	20%	32%	23%	31%
E-mail	86%	80%	82%	28%	78%
Friends and neighbors	14%	33%	23%	23%	23%
Family Readiness Groups (FRGs)	0%	7%	0%	4%	1%
Bulletin boards on post	29%	40%	40%	38%	40%
Post newspaper	19%	7%	15%	19%	15%
MWR publications	29%	33%	34%	29%	33%
Radio	0%	0%	0%	2%	0%
Television	0%	7%	1%	3%	1%
My child(ren) let(s) me know	5%	7%	0%	0%	0%
Other unit members or co-workers	19%	0%	30%	14%	28%
Unit or post commander or supervisor	0%	0%	2%	4%	3%
Marquees/billboards	33%	47%	20%	27%	21%
Flyers	29%	47%	21%	32%	22%
Other	5%	7%	5%	12%	5%
I never hear anything	0%	0%	2%	19%	3%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Rock Island Arsenal

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	100%	83%
Better Opportunities for Single Soldiers	0%	N/A
Army Community Service	71%	75%
MWR Programs and Services	82%	86%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Rock Island Arsenal

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	50%	100%	0%
Outreach programs	64%	100%	0%
Family Readiness Groups	68%	100%	0%
Relocation Readiness Program	86%	100%	0%
Family Advocacy Program	68%	100%	0%
Crisis intervention	45%	100%	0%
Money management classes, budgeting assistance	55%	100%	0%
Financial counseling, including tax assistance	59%	100%	0%
Consumer information	36%	100%	0%
Employment Readiness Program	50%	100%	0%
Foster child care	5%	N/A	N/A
Exceptional Family Member Program	68%	100%	0%
Army Family Team Building	59%	100%	0%
Army Family Action Plan	41%	100%	0%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Rock Island Arsenal

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	53%	100%	0%
Outreach programs	60%	N/A	N/A
Family Readiness Groups	80%	100%	0%
Relocation Readiness Program	67%	100%	0%
Family Advocacy Program	60%	100%	0%
Crisis intervention	40%	100%	0%
Money management classes, budgeting assistance	73%	67%	33%
Financial counseling, including tax assistance	67%	100%	0%
Consumer information	33%	100%	0%
Employment Readiness Program	53%	100%	0%
Foster child care	7%	N/A	N/A
Exceptional Family Member Program	53%	100%	0%
Army Family Team Building	67%	100%	0%
Army Family Action Plan	40%	100%	0%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Rock Island Arsenal

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	53%	25%
Personal job performance/readiness	47%	40%
Unit cohesion and teamwork	53%	33%
Unit readiness	53%	40%
Relationship with my spouse	47%	43%
Relationship with my children	47%	60%
My family's adjustment to Army life	50%	83%
Family preparedness for deployments	42%	86%
Ability to manage my finances	27%	60%
Feeling that I am part of the military community	56%	86%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Rock Island Arsenal

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%	75%
Helps minimize lost duty/work time due to lack of child care/youth services	100%	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%	40%
Allows me to work outside my home	100%	60%
Allows me to work at home	50%	0%
Offers me an employment opportunity within the CYS program	100%	0%
Allows me/my spouse to better concentrate on my/our job(s)	80%	40%
Provides positive growth and development opportunities for my children	100%	67%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Rock Island Arsenal

POSITIVE IMPACTS ON ACTIVE DUTY

No Active Duty Responses to BOSS items

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	0%
Personal job performance/readiness	0%
Unit cohesion and teamwork	0%
Unit readiness	0%
Ability to manage my finances	0%
Feeling that I am part of the military community	0%
Relationship with my children (single parents)	0%
My family's adjustment to Army life (single parents)	0%
Family preparedness for deployments (single parents)	0%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Rock Island Arsenal

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	82%
Entertaining guests at home	61%
Going to movie theaters	60%
Internet access/applications (home)	55%
Special family events	51%
Plays/shows/concerts	50%
Festivals/events	49%
Walking	45%
Live entertainment	45%
Attending sports events	44%

Top 5 for Spouses of Active Duty

Walking	100%
Going to movie theaters	100%
Entertaining guests at home	92%
Watching TV, videotapes, and DVDs	88%
Special family events	77%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	81%
Entertaining guests at home	61%
Going to movie theaters	60%
Internet access/applications (home)	56%
Special family events	51%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	82%
Entertaining guests at home	80%
Attending sports events	80%
Plays/shows/concerts	75%
Festivals/events	70%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	81%
Walking	58%
Entertaining guests at home	55%
Going to movie theaters	54%
Internet access/applications (home)	50%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Rock Island Arsenal

Team Sports	
Volleyball	13%
Softball	11%
Basketball	7%
Self-directed sports tournaments	6%
Soccer	3%

Sports and Fitness	
Walking	45%
Cardiovascular equipment	33%
Weight/strength training	28%
Golf	27%
Bowling	24%

Outdoor Recreation	
Picnicking	35%
Going to beaches/lakes	31%
Camping/hiking/backpacking	27%
Bicycle riding/mountain biking	27%
Fishing	27%

Entertainment	
Watching TV, videotapes, and DVDs	82%
Going to movie theaters	60%
Plays/shows/concerts	50%
Festivals/events	49%
Live entertainment	45%

Social	
Entertaining guests at home	61%
Special family events	51%
Happy hour/social hour	40%
Night clubs/lounges	39%
Dancing	31%

Special Interests	
Internet access/applications (home)	55%
Gardening	43%
Automotive detailing/washing	30%
Automotive maintenance & repair	28%
Digital photography	26%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

Rock Island Arsenal

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	19%	N/A	19%
Cardiovascular equipment	16%	17%	33%
Reading	15%	N/A	15%
Weight/strength training	15%	14%	28%
Walking	14%	31%	45%
Study/self development	13%	N/A	13%
Multi-media (videos, DVDs, CDs)	12%	N/A	12%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

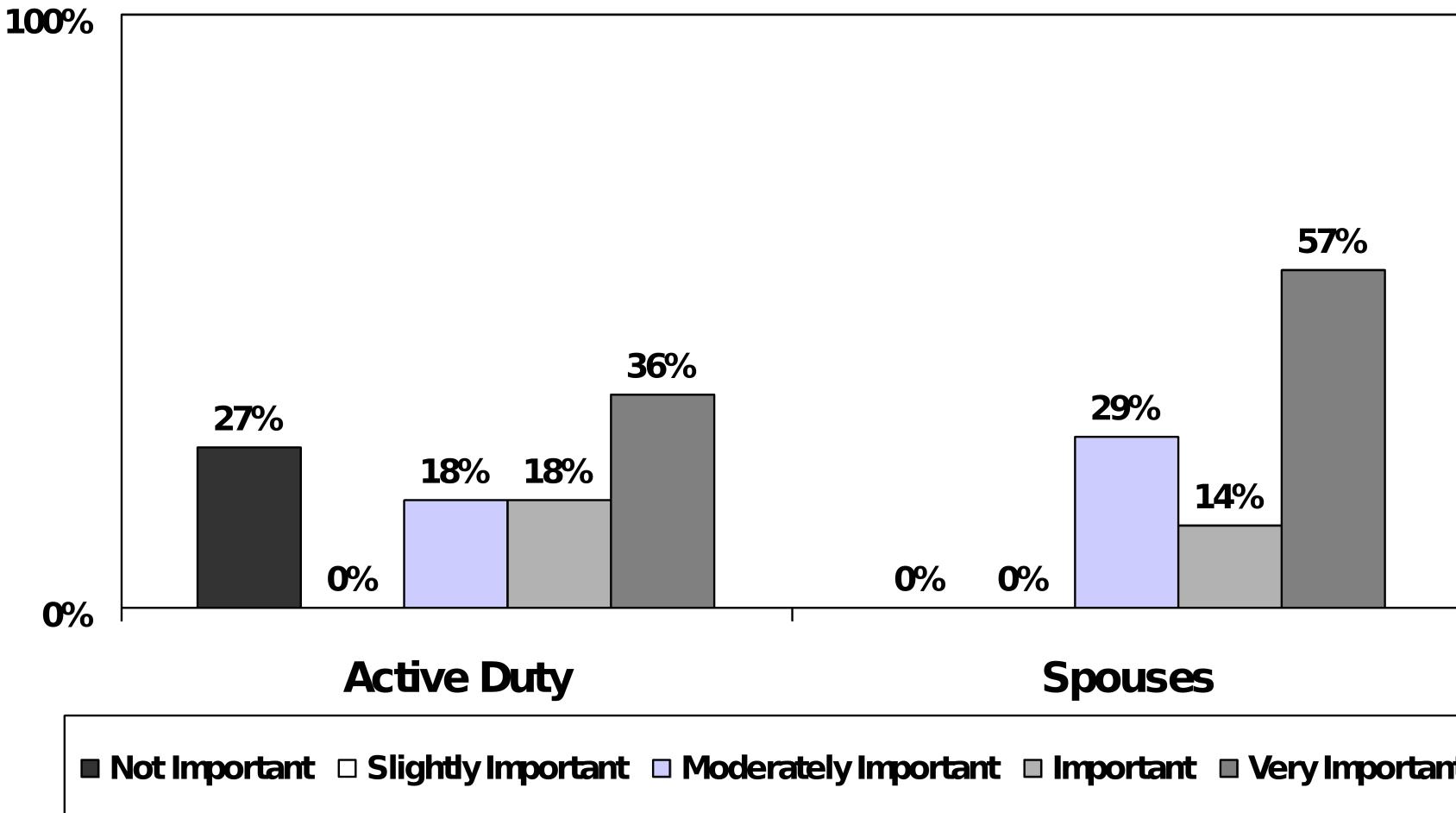
Rock Island Arsenal

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	7%	5%	44%	55%
Gardening	1%	3%	39%	43%
Automotive detailing/washing	5%	17%	8%	30%
Automotive maintenance & repair	8%	11%	9%	28%
Digital photography	0%	9%	17%	26%
Computer games	0%	2%	21%	24%
Trips/touring	0%	17%	0%	17%

*Top 7 special interest activity preferences ranked by overall participation.

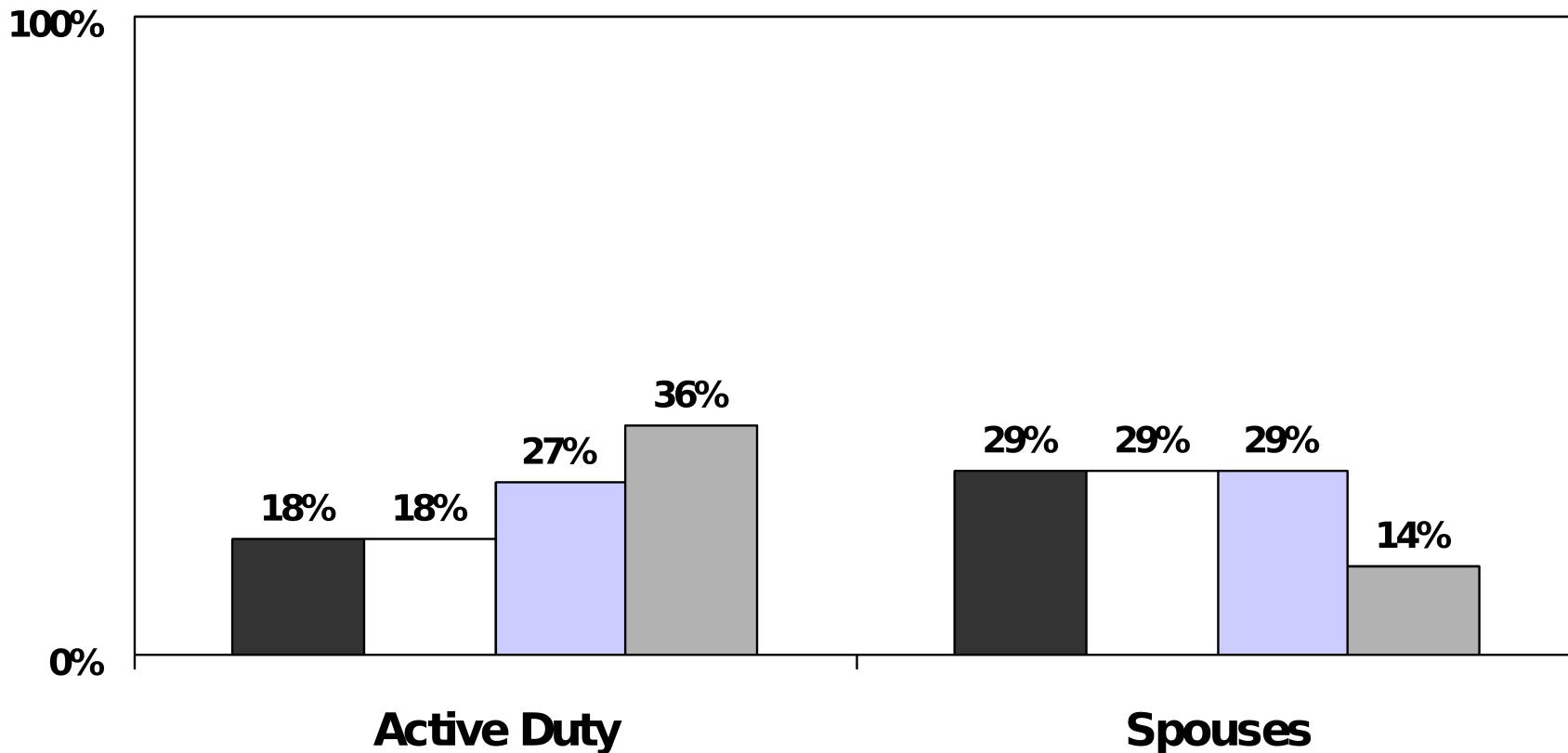
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Rock Island Arsenal



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

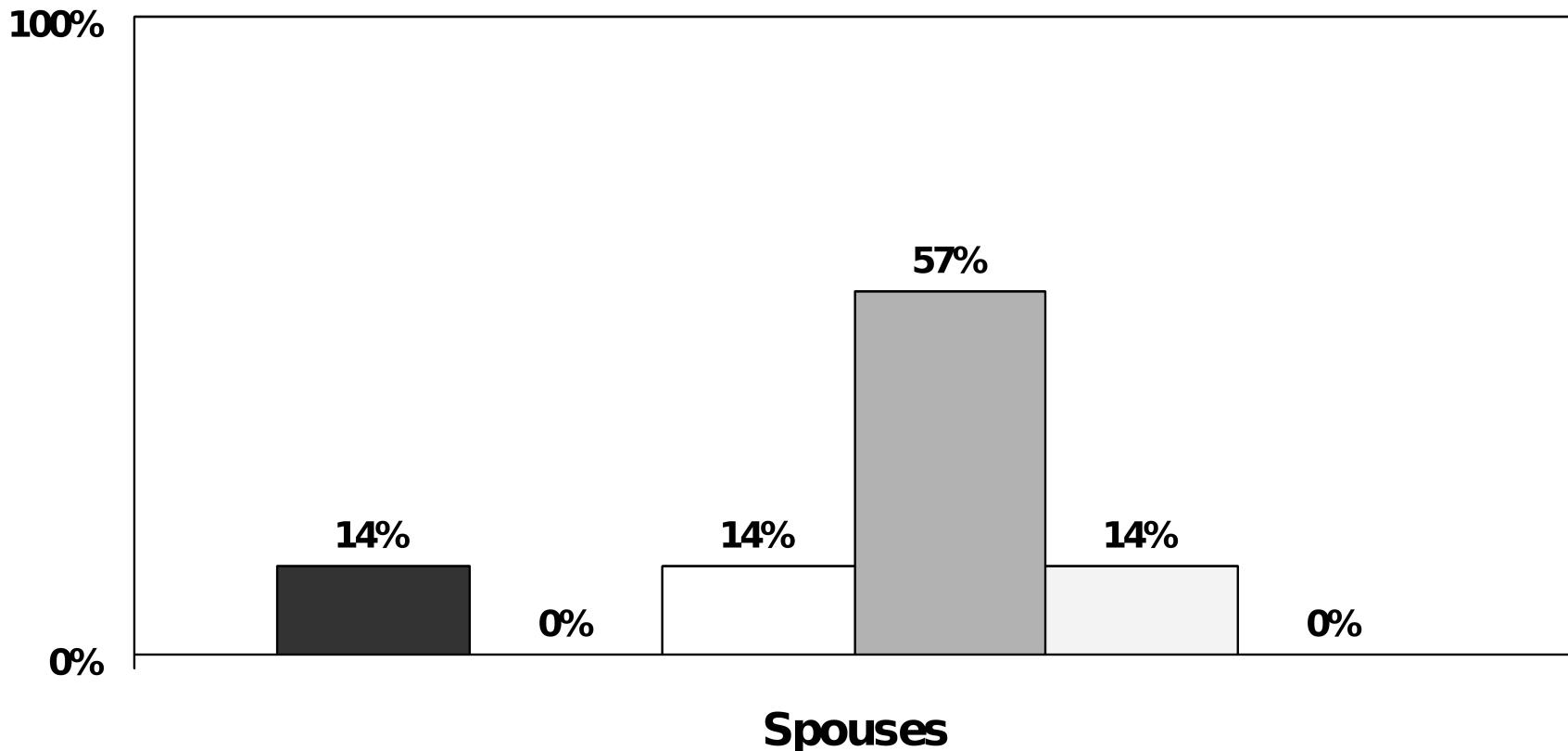
Rock Island Arsenal



■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Rock Island Arsenal



■ Did Not Use □ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Rock Island Arsenal

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	0%
Probably will not make military a career	0%
Undecided	9%
Probably will make military a career	14%
Definitely will make military a career	77%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	7%
Not Sure	20%
Yes	73%

NEXT STEPS

Rock Island Arsenal

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)